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CONSUMER PURCHASES OF Selected Fruits and Juices

NOVEMBER 1957



CPFJ- 56

UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

WASHINGTON 25,D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

January 1958

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
NOVEMBER 1957

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for :
: single months are for 4-week periods (28 days) to permit comparisons :
: between periods of equal length. :

SUMMARY

United States household consumers purchased more frozen concentrated orange juice, chilled orange juice, single-strength orangeade, frozen lemonade concentrate, tomato juice, and fresh grapefruit in November 1957 than in any previous November reported in this series, begun in 1949.

Purchases of single-strength orange juice and tangerines were well above the level of a year earlier, while moderate gains were reported for single-strength grapefruit and lemon juices and for fresh oranges.

Buying of frozen concentrated grapefruit juice, canned grapefruit sections, fresh lemons, and California-Arizona oranges, however, declined from a year earlier.

The gains that occurred in volume of purchases were primarily associated with an increase in the proportion of families buying. Prices paid for fruits and juices in November 1957 were generally lower than a year earlier.

Frozen juices, chilled juice, and ades: United States householders purchased 5.8 million gallons of frozen concentrated orange juice in November 1957, slightly less than in the preceding month but about 20 percent more than in November a year earlier. About 31 percent of the Nation's families bought the product, nearly equaling the record 32 percent reported buying in July 1955. Consumers paid an average of 15.4 cents for a 6-ounce can of frozen concentrated orange juice in November 1957, with purchases averaging nearly 8 cans per buying family. Prices paid were down more than 1 cent per can from a year earlier, while the quantity purchased per buying family was about 4 percent greater (table 1, figs. 4 and 5).

Consumer purchases of frozen concentrated juices other than orange and grapefruit--572,000 gallons--were up slightly from the preceding month, and were 50 percent greater than in November a year earlier. Prices paid for "other" concentrates were down slightly from November 1956.

Frozen concentrated grapefruit juice, frozen single-strength lemon juice, frozen orangeade concentrate, and hot-pack orangeade and lemonade were purchases by less than 1 percent of United States families in November 1957, too small a proportion to permit analysis.

The volume of chilled orange juice bought rose 4 percent from the preceding month and 44 percent from November 1956. Purchases totaled 1.9 million gallons, with slightly more than 4 percent of the Nation's families

buying the product--a greater proportion than for any month of the 1956-57 season (October 1956-September 1957). The quantity of chilled orange juice purchased per buying family--3.7 quarts--was, however, the lowest reported in over a year. Nearly 36 cents was paid for a quart of chilled orange juice in November 1957, about 1 cent less than in the same month of 1956.

Householders bought 518,000 cases (equivalent 24 No. 2's) of canned single-strength orangeade in November 1957, 11 percent more than in November 1956 and the largest volume reported for the month in this series. The gain over a year earlier reflected an increase in the proportion of families buying. Consumers paid about 27.5 cents for a 46-ounce can of single-strength orangeade, about the same as in November 1956.

Purchases of frozen lemonade concentrate in November 1957 were 54 percent greater than in the same month a year earlier. The gain was associated with an increase in both the proportion of families buying and quantity purchased per buying family. Buying totaled 228,000 gallons, with consumers paying an average of 12 cents for a 6-ounce can of frozen lemonade concentrate, 2.3 cents less than in November 1956.

Canned juices and fruit: Consumers purchased 1.3 million cases (equivalent 24 No. 2's) of canned single-strength orange juice in November 1957, 57 percent more than in the corresponding month a year earlier. The gain reflected an increase of $3\frac{1}{2}$ percentage points in the proportion of families buying (11.5 percent bought) as well as a moderate increase in the average quantity bought per buying family. Prices paid for single-strength orange juice in November 1957 averaged 30.7 cents per 46-ounce can, nearly the same as in the preceding month, but 6 cents less than a year earlier.

Household buying of canned single-strength grapefruit juice in November 1957 was about 10 percent greater than in November 1956, though the volume was down somewhat from the preceding month. Purchases totaled about 900,000 cases (equivalent 24 No. 2's), reflecting an average purchase of a little more than two 46-ounce cans for the 8 percent of the Nation's families buying. Householders paid an average of 27.4 cents for a 46-ounce can of grapefruit juice in November 1957, unchanged from the preceding month, but about 1 cent less than in November a year earlier (table 2, fig. 6).

Purchases of canned single-strength lemon juice--45,000 cases, equivalent 24 No. 2's--were up 7 percent from November 1956. The gain reflected an increase in the proportion of families buying the product. Consumers paid 10.3 cents for a $5\frac{1}{2}$ -ounce can of lemon juice in November 1957, down more than 1 cent from a year earlier.

The 634,000 cases (equivalent 24 No. 2's) of prune juice purchased in November 1957 was somewhat less than in either the preceding month or in November a year earlier. The decline from November 1956 reflected a lower proportion of families buying as well as smaller purchases per buying family. An average of 33.2 cents was paid for a quart of prune juice in November 1957, the highest in nearly 3 years.

Consumer purchases of tomato juice--2 million cases, equivalent 24 No. 2's--were about 19 percent greater than in either the preceding month or November 1956. The gain over a year earlier was associated with an increase of 4 percentage points in the proportion of families that bought (about 21 percent); a decrease of 11 percent occurred in the average quantity purchased per buying family. Prices paid for tomato juice were almost unchanged from November 1956.

Consumer purchases of single-strength juices not individually reported totaled 3.3 million cases (equivalent 24 No. 2's) in November 1957, down moderately from the preceding month, but 20 percent more than in November 1956. Prices paid for these juices were up more than 1 cent per 46-ounce can from November 1956.

Nearly 51 percent of United States families bought 1 or more single-strength juices in November 1957 compared with 46 percent in November 1956. Purchases of single-strength juices totaled 8.2 million cases (equivalent 24 No. 2's), 21 percent more than a year earlier and the largest volume yet reported for any month since reporting was begun in 1949. Purchases per buying family averaged about three 46-ounce cans, up moderately from November 1956.

Purchases of canned grapefruit sections for home use in November 1957--256,000 cases, 480 ounces per case--were down 9 percent from the preceding month and 18 percent from November 1956. The decline from a year earlier was associated with both a smaller proportion of buying families and a smaller average purchase per buying family. Prices paid were up about 1 cent per No. 303 can from November 1956.

Fresh fruit: About 2.2 million boxes of fresh oranges were bought by consumers in November 1957, 10 percent more than a year earlier. Larger purchases per buying family offset a smaller proportion of families buying. An average of about 40 cents per dozen was paid for oranges in November 1957, the same as a year earlier, but 7 cents less than in October 1957 (table 3, figs. 7 and 8).

The volume of California oranges purchased--600,000 boxes, down 20 percent from November 1956, was the smallest quantity reported for any month since early 1949. The decline from a year earlier was related to a drop of nearly 5 percentage points in the proportion of buying families and to smaller monthly purchases per buying family. An average of 54 cents per dozen was paid for California-Arizona oranges, slightly more than in the preceding month and 6 cents more than in November 1956.

Purchases of Florida oranges totaled 1.1 million boxes, an increase of nearly one-third over November 1956. Slightly more than 18 percent of United States families bought Florida oranges in November 1957 compared with about 16 percent a year earlier. Consumers paid 33 cents for a dozen Florida oranges, 6 cents less than in October but about the same as in November 1956.

Purchases of oranges not identified as to area of production (334,000 boxes) were up 14 percent in November 1957 over the same month a year earlier, while purchases of Texas oranges (121,000 boxes) were nearly double the volume.

Buying of fresh grapefruit in November 1957--1.7 million boxes--was substantially greater than a year earlier and the largest November volume yet reported. Florida grapefruit purchases (1.1 million boxes) were up 27 percent and unidentified grapefruit (400,000 boxes), 13 percent. Large increases also were reported for California-Arizona and Texas grapefruit.

Grapefruit were bought by about 27 percent of United States families in November 1957, up 2 percentage points from a year earlier. Buying averaged nearly 10 grapefruit per family compared with about 9 in November last year.

Consumer buying of fresh lemons in November 1957 was down slightly from the corresponding month a year earlier. Purchases totaled 226,000 boxes, with 16 percent of the Nation's families buying, the lowest percentage reported since November 1952. An average of 47 cents a dozen was paid for lemons in November 1957, slightly less than a year earlier, but 3 cents more than in October 1957.

Nearly 350,000 boxes of tangerines were purchased by householders in November 1957, an increase of 38 percent over November 1956. Purchases averaged slightly more than 1 dozen per buying family, with about 9 percent of the Nation's families buying; both factors were up from a year earlier. Prices paid for tangerines averaged 46 cents a dozen in November 1957, about 1 cent more than a year earlier.

Table 1.--Frozen juices, chilled juice, and concentrated ade: U. S. total consumer purchases and average price, November 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price paid		
					Purchases		Quantity per purchase				
	1957	1956	1957	1956	1957	1956	1957	1956	Unit	1957	1956
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices:											
Orange.....	31.2	28.6	5,770	4,818	2.1	2.2	21.9	20.2	6	15.4	16.7
Grapefruit.....	1/	1.1	70	70	1/	1.2	1/	14.4	6	1/	13.8
Other concentrates..	2/	2/	572	380	2/	2/	13.2	12.9	6	18.4	18.5
Total.....	33.5	30.1	6,405	5,268	2.4	2.4	20.7	19.3			
Chilled orange juice..	4.1	2.7	1,869	1,296	3.0	3.2	3.0	38.7	3/32	35.8	37.3
Frozen concentrated lemonade.....	2.3	1.9	228	148	1.4	1.4	17.8	14.8	6	12.0	14.3

1/ Too few purchases for analysis.
 2/ Information not available.
 3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: U. S. total consumer purchases and average price, November 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price paid		
					Purchases		Quantity per purchase				
	1957	1956	1957	1956	1957	1956	1957	1956	Unit	1957	1956
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Single-strength juices:											
Orange.....	11.5	8.0	1,313	834	1.6	1.7	59.5	52.7	45	30.7	36.6
Grapefruit.....	7.8	7.2	894	813	1.6	1.6	61.5	61.7	46	27.4	28.6
Lemon.....	2.0	1.8	45	42	1.2	1.4	15.1	15.1	5 1/2	10.3	11.7
Prune.....	7.4	7.6	634	662	1.8	1.9	39.9	41.0	32	33.2	32.6
Tomato.....	20.9	16.8	1,985	1,670	1.4	1.6	57.2	56.9	46	27.5	27.7
Total 2/.....	50.7	45.9	8,186	6,781	2.6	2.5	53.0	50.9			
Single-strength orangeade.....	3.6	3.4	518	466	1.6	1.7	75.7	71.9	46	27.5	27.2
Grapefruit sections...	4.8	5.6	256	313	1.4	1.4	37.4	38.0	3/16	19.1	18.0

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.

2/ Includes other canned single-strength juices.

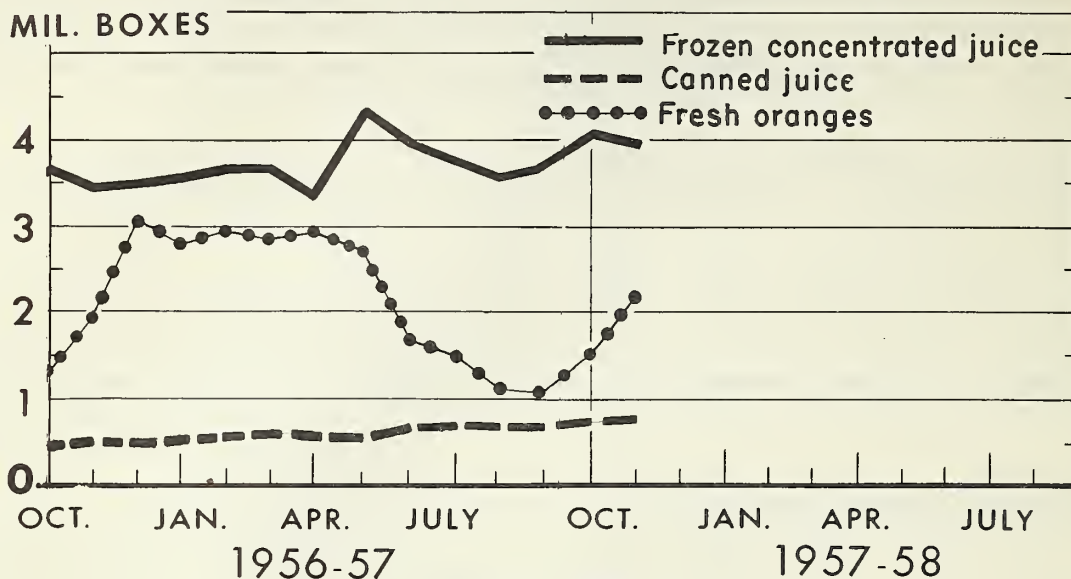
3/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, November 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges:										
California-Arizona.....	13.9	18.2	593	746	1.8	1.7	11.0	12.1	54.4	48.6
Florida.....	18.4	16.4	1,114	855	1.7	1.6	15.0	14.8	33.4	33.4
Unidentified.....	8.1	8.4	334	294	1.5	1.3	12.5	12.9	38.4	37.7
Total 1/.....	36.8	37.7	2,162	1,961	2.0	1.9	13.3	13.4	39.8	40.0
Grapefruit:										
California-Arizona.....	2.6	2.0	137	76	1.4	1.3	5.6	4.7	79.5	98.3
Florida.....	17.0	15.8	1,066	838	1.8	1.7	5.3	5.0	87.5	90.7
Unidentified.....	8.8	8.5	390	344	1.3	1.4	4.9	4.7	87.1	89.2
Total 1/.....	26.6	24.6	1,726	1,359	1.8	1.8	5.4	5.0	85.9	90.0
Lemons.....	16.0	17.2	226	232	1.5	1.5	6.3	6.3	47.1	47.5
Tangerines.....	8.7	7.4	349	252	1.3	1.2	9.7	9.7	46.4	45.1

1/ Includes small purchases of Texas fruit.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665-58 (1) AGRICULTURAL MARKETING SERVICE

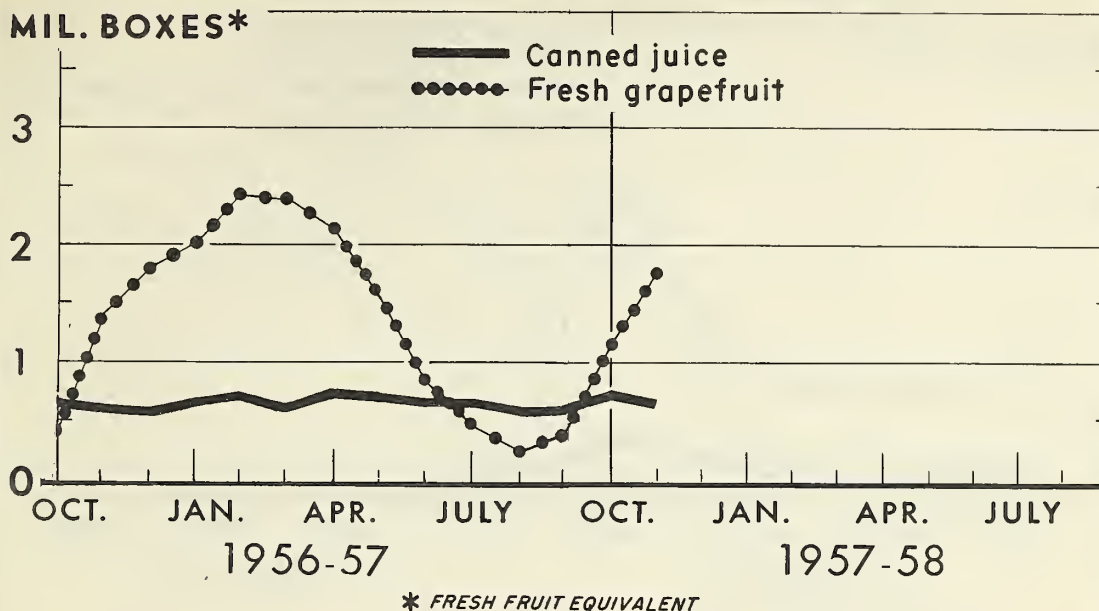
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,526	1,301	4,037	3,620	724	459	6,287	5,380
November.....	2,162	1,961	3,981	3,440	750	494	6,893	5,895
December.....		3,045		3,496		480		7,021
October-December 1/.....		7,068		11,360		1,558		19,986
January.....		2,772		3,531		516		6,819
February.....		2,944		3,689		566		7,199
March.....		2,870		3,664		588		7,122
October-March 1/.....		16,405		23,157		3,353		42,915
April.....		2,938		3,372		571		6,881
May.....		2,719		4,281		541		7,541
June.....		1,676		3,970		645		6,291
October-June 1/.....		24,276		35,734		5,271		65,281
July.....		1,477		3,786		690		5,953
August.....		1,129		3,590		677		5,396
September.....		1,045		3,674		681		5,400
Season 1/.....		28,193		47,640		7,482		83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666- 58 (1) AGRICULTURAL MARKETING SERVICE

Figure 2

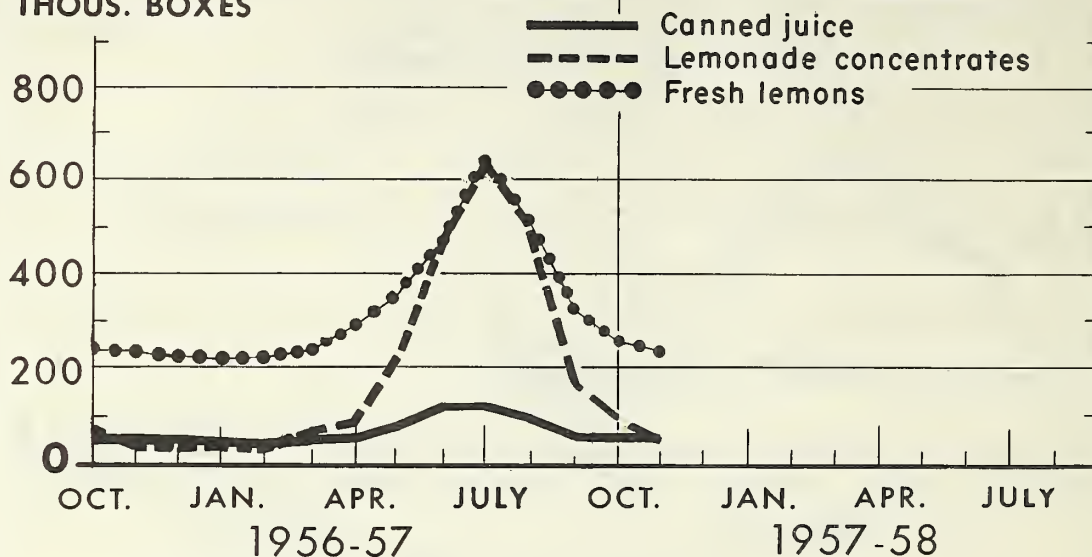
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,152	444	715	674	1,867	1,118
November.....	1,726	1,359	667	620	2,393	1,979
December.....		1,839		592		2,431
October-December 1/.....		4,076		2,663		6,739
January.....		2,020		673		2,693
February.....		2,407		716		3,123
March.....		2,389		608		2,997
October-March 1/.....		11,492		4,839		16,331
April.....		2,131		735		2,866
May.....		1,540		729		2,269
June.....		880		668		1,548
October-June 1/.....		16,359		7,118		23,477
July.....		477		652		1,129
August.....		246		605		851
September.....		392		605		997
Season 1/.....		17,510		9,122		26,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS

THOUS. BOXES



* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667- 58 (1) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1957-58.	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	259	248	55	53	88	74	89	75	403	376
November.....	226	232	51	44	48	31	50	32	327	308
December.....		223		50		35		36		309
October-December 3/.....		774		162		151		154		1,090
January.....		217		49		37		38		304
February.....		220		42		34		35		297
March.....		239		50		59		61		350
October-March 3/.....		1,508		315		291		298		2,121
April.....		285		51		77		80		416
May.....		359		70		213		216		645
June.....		472		115		471		478		1,065
October-June 3/.....		2,727		567		1,133		1,152		4,446
July.....		642		116		618		629		1,387
August.....		508		95		487		500		1,103
September.....		327		60		154		160		547
Season 3/.....		4,322		855		2,481		2,511		7,638

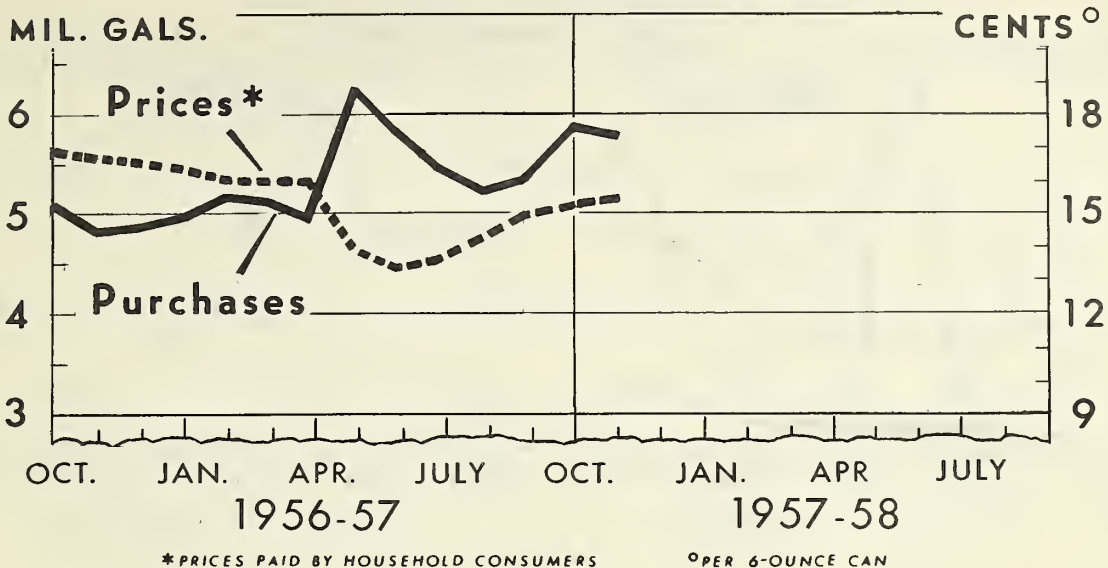
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668- 58 (1). AGRICULTURAL MARKETING SERVICE

Figure 4

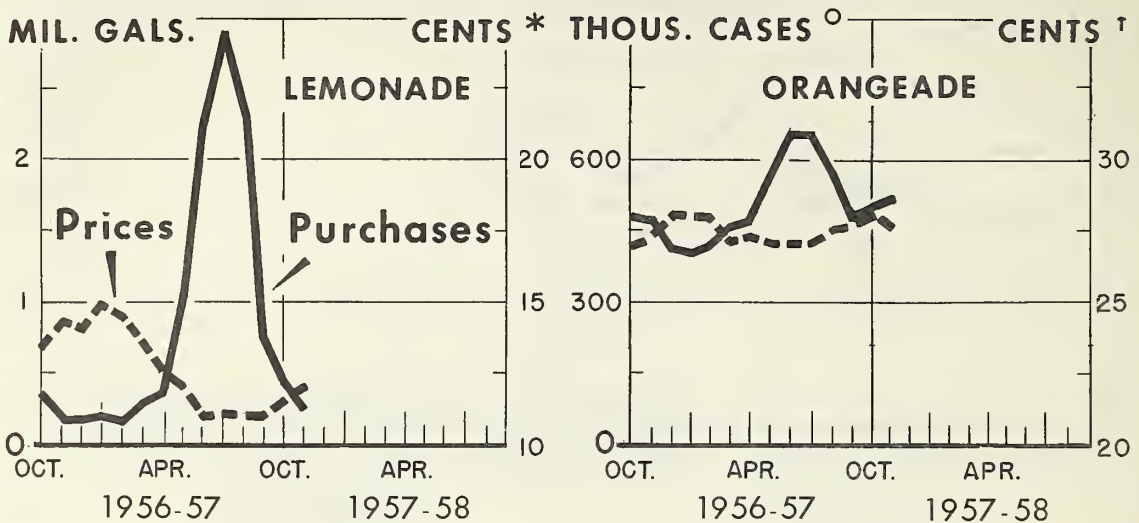
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57
	1,000 gallons	1,000 gallons	Cents	Cents
October.....	5,851	5,070	15.2	17.0
November.....	5,770	4,818	15.4	16.7
December.....		4,896		16.6
October-December 1/.....		15,911		
January.....		4,945		16.3
February.....		5,166		16.0
March.....		5,132		15.9
October-March 1/.....		32,433		
April.....		4,959		15.9
May.....		6,296		14.0
June.....		5,838		13.3
October-June 1/.....		50,928		
July.....		5,487		13.5
August.....		5,203		14.2
September.....		5,325		14.9
Season 1/.....		68,183		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-58 (1) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

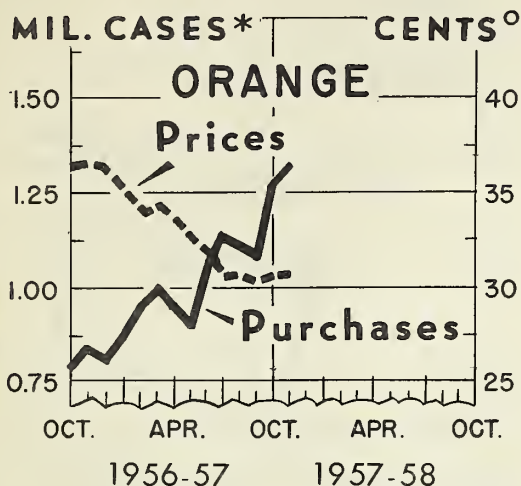
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	415	350	11.5	13.4	494	484	28.0	26.9
November.....	228	148	12.0	14.3	513	466	27.5	27.2
December.....		166		14.1		401		28.0
October-December 2/.....		718				1,428		
January.....		176		14.9		393		27.9
February.....		161		14.4		409		27.9
March.....		280		13.4		450		27.0
October-March 2/.....		1,392				2,781		
April.....		366		12.4		465		27.2
May.....		1,010		11.9		572		26.8
June.....		2,231		11.0		652		26.8
October-June 2/.....		5,397				4,609		
July.....		2,930		11.1		653		26.8
August.....		2,307		10.9		576		27.4
September.....		730		10.9		470		27.5
Season 2/.....		11,764				6,463		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

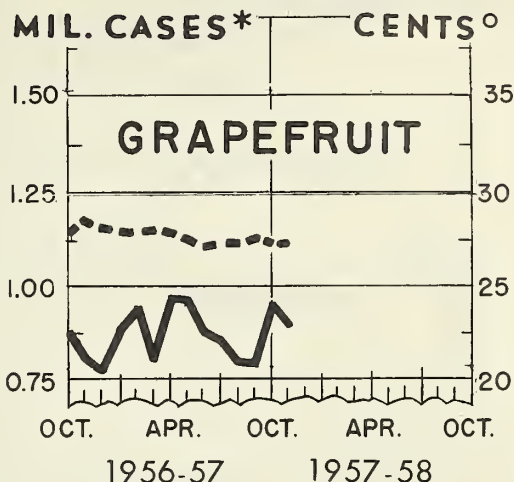
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-58 (1) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	1,268	775	30.6	36.4	959	884	27.4	27.9
November.....	1,313	834	30.7	36.6	894	813	27.4	28.6
December.....		810		36.4		776		28.1
October-December 2/.....		2,631				2,663		
January.....		871		35.0		882		27.9
February.....		956		34.0		939		27.9
March.....		993		34.4		797		28.1
October-March 2/.....		5,663				5,515		
April.....		949		33.9		978		27.8
May.....		898		32.7		969		27.4
June.....		1,071		31.9		888		27.1
October-June 2/.....		8,849				8,545		
July.....		1,146		30.5		854		27.4
August.....		1,124		30.6		793		27.3
September.....		1,132		30.3		793		27.6
Season 2/.....		12,522				11,172		

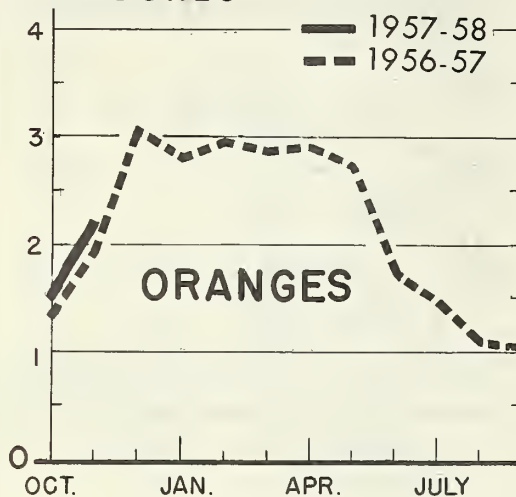
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

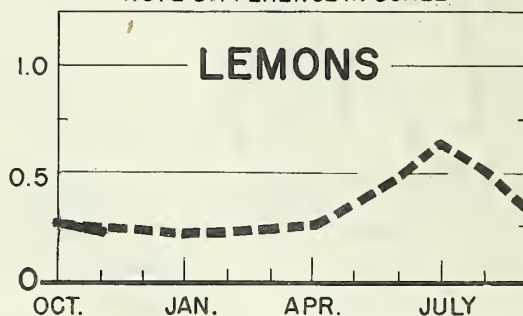
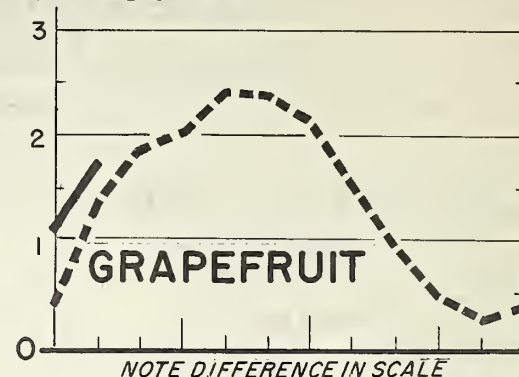
FRESH CITRUS FRUIT

Consumer Purchases

MIL. BOXES



MIL. BOXES



U. S. DEPARTMENT OF AGRICULTURE

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Figure 7

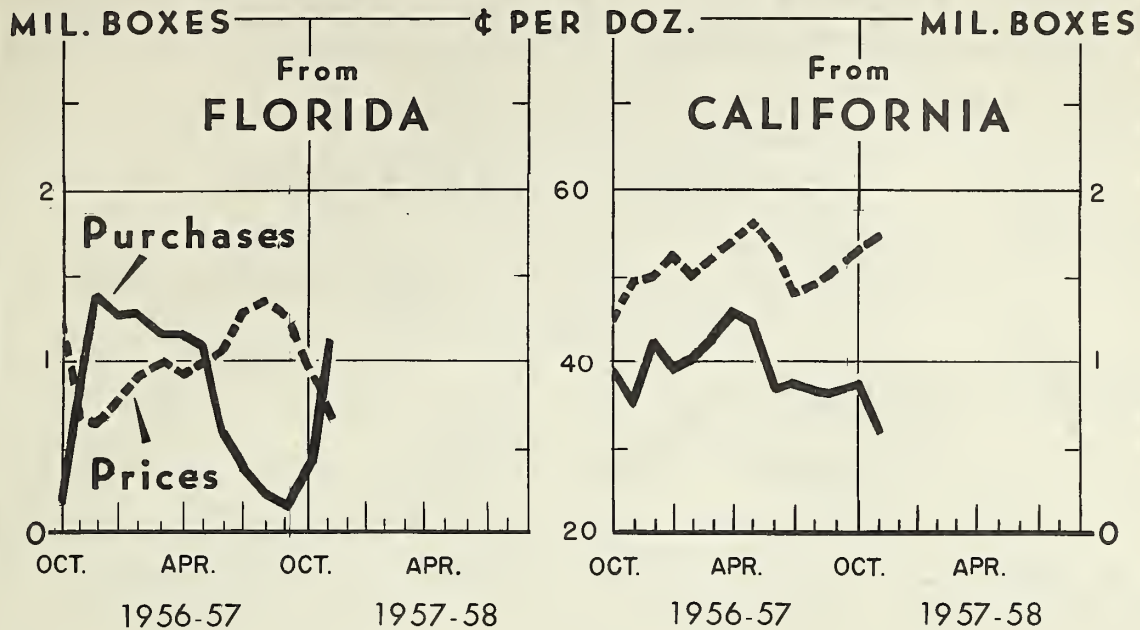
Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2
November.....	2,162	1,961	39.8	40.0	1,726	1,359	85.9	90.0	226	232	47.1	47.5
December.....		3,045		39.8		1,839		82.6		223		47.4
October-December 1/.....		7,068				4,076				774		
January.....		2,772		41.8		2,020		80.3		217		50.1
February.....		2,944		42.4		2,407		76.1		220		49.1
March.....		2,870		44.8		2,389		78.7		239		46.2
October-March 1/.....		16,405				11,492				1,508		
April.....		2,938		46.4		2,131		82.2		285		43.2
May.....		2,719		48.5		1,540		90.1		359		43.3
June.....		1,676		47.7		880		97.8		472		41.7
October-June 1/.....		24,276				16,359				2,727		
July.....		1,477		46.5		477		105.5		642		40.8
August.....		1,129		47.8		246		115.9		508		42.5
September.....		1,045		49.3		392		109.5		327		43.6
Season 1/.....		28,193				17,510				4,322		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

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Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	593	746	54.4	48.6
December.....		1,368		32.8		1,098		49.8
October-December 1/.....		2,750				3,024		
January.....		1,269		35.8		978		52.4
February.....		1,294		38.2		1,024		50.6
March.....		1,168		39.8		1,126		52.0
October-March 1/.....		6,769				6,455		
April.....		1,165		38.7		1,291		53.9
May.....		1,085		39.9		1,221		56.2
June.....		575		41.7		846		52.4
October-June 1/.....		9,800				10,054		
July.....		383		45.7		887		47.8
August.....		200		46.9		810		48.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532				12,747		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

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